

ORDER



WZZM 13

Orders
Order / Rev: 690854 - 1
Alt Order #:
Product Desc: Stabenow for Senate
Estimate:
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: Political

Primary AE: Tim Siegel
Sales Office: WZZM
Sales Region: LOC

Agency Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Stabenow, D/ D/ Senate
Demographic: A25-54
Product Codes: PL-Federal, PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	126	\$41,875.00	\$35,593.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	126	\$41,875.00	\$35,593.75	0.00
Totals	126	\$41,875.00	\$35,593.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tim Siegel			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	10/29/12	11/02/12	M-F 5-530a M-F Morning News	CM	5-530a	MTWTF--	:30	5	\$105.00	P-3	0.00	NM	5	\$525.00
2	WZZM	11/05/12	11/06/12	M-F 5-530a M-F Morning News	CM	5-530a	MT-----	:30	2	\$105.00	P-3	0.00	NM	2	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	2		\$105.00		0.00						
3	WZZM	10/29/12	11/02/12	M-F 530-6a M-F Morning News	CM	530-6a	MTWTF--	:30	5	\$140.00	P-3	0.00	NM	5	\$700.00
4	WZZM	11/05/12	11/06/12	M-F 530-6a M-F Morning News	CM	530-6a	MT-----	:30	2	\$140.00	P-3	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	2		\$140.00		0.00						
5	WZZM	10/29/12	11/02/12	M-F 6-7a M-F Morning News	CM	6-7a	MTWTF--	:30	5	\$270.00	P-3	0.00	NM	5	\$1,350.00
6	WZZM	11/05/12	11/06/12	M-F 6-7a M-F Morning News	CM	6-7a	MT-----	:30	2	\$270.00	P-3	0.00	NM	2	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	2		\$270.00		0.00						
7	WZZM	10/29/12	11/02/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MTWTF--	:30	5	\$355.00	P-2	0.00	NM	5	\$1,775.00
8	WZZM	11/05/12	11/06/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MT-----	:30	2	\$355.00	P-2	0.00	NM	2	\$710.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8	WZZM	11/05/12	11/06/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MT-----	:30	2	\$355.00	P-2	0.00	NM	2	\$710.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	2		\$355.00		0.00						
9	WZZM	11/03/12	11/03/12	WZZM Sat Weekend AM Sat Weekend AM News	CM	6-8a	-----S-	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
10	WZZM	11/03/12	11/03/12	Sa 8-9a Sa Good Morning America	CM	8-9a	-----S-	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
11	WZZM	11/04/12	11/04/12	WZZM Sun Weekend AM Sun Weekend AM News	CM	6-7a (5:58 AM-7:00 AM)	-----S	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
12	WZZM	11/04/12	11/04/12	WZZM Sun Weekend AM Sun Weekend AM News	CM	7-8a (7:00 AM-8:00 AM)	-----S	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
13	WZZM	11/04/12	11/04/12	Su 8-9a Su Good Morning America	CM	8-9a	-----S	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
14	WZZM	11/01/12	11/01/12	M-F 10-1030am Millionaire	CM	10-1030am	---T---	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
15	WZZM	10/29/12	10/29/12	M-F 1030-11am Millionaire	CM	1030-11a	M-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
17	WZZM	10/31/12	10/31/12	M-F 12-1230p Noon News	CM	12-1230pm	--W----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
18	WZZM	11/05/12	11/05/12	M-F 12-1230p Noon News	CM	12-1230pm	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$150.00		0.00						
19	WZZM	10/30/12	11/02/12	M-F 1230-1p Judge Gloria	CM	1230-1p	-T--F--	:30	2	\$70.00	P-4	0.00	NM	2	\$140.00
20	WZZM	11/05/12	11/05/12	The Chew The Chew	CM	1-2p	M-----	:30	1	\$95.00	P-4	0.00	NM	1	\$95.00
21	WZZM	10/29/12	11/02/12	M-F 3-4p Katie	CM	3-4p	MT-TF--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
22	WZZM	11/05/12	11/05/12	M-F 3-4p Katie	CM	3-4p	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$150.00		0.00						
23	WZZM	10/29/12	11/02/12	M-F 4-430pm Judge Judy	CM	4-430p	MTWTF--	:30	5	\$120.00	P-3	0.00	NM	5	\$600.00
24	WZZM	11/05/12	11/05/12	M-F 4-430pm Judge Judy	CM	4-430p	M-----	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$120.00		0.00						
25	WZZM	10/29/12	11/02/12	M-F 430-5pm Judge Judy	CM	430-5p	MTWTF--	:30	5	\$120.00	P-3	0.00	NM	5	\$600.00
26	WZZM	11/05/12	11/05/12	M-F 430-5pm Judge Judy	CM	430-5p	M-----	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$120.00		0.00						
27	WZZM	10/29/12	11/02/12	M-F 5-530pm Judge Judy	CM	5-530p	MTWTF--	:30	5	\$195.00	P-3	0.00	NM	5	\$975.00
28	WZZM	11/05/12	11/05/12	M-F 5-530pm Judge Judy	CM	5-530p	M-----	:30	1	\$195.00	P-3	0.00	NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$195.00		0.00						
29	WZZM	10/29/12	11/02/12	M-F 530-6pm M-F News	CM	530-6p	MTWTF--	:30	5	\$390.00	P-2	0.00	NM	5	\$1,950.00
30	WZZM	11/05/12	11/05/12	M-F 530-6pm M-F News	CM	530-6p	M-----	:30	2	\$390.00	P-2	0.00	NM	2	\$780.00

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30	WZZM	11/05/12	11/05/12	M-F 530-6pm M-F News	CM	530-6p	M-----	:30	2	\$390.00	P-2	0.00	NM	2	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			2		\$390.00		0.00				
31	WZZM	10/29/12	11/02/12	M-F 6-630p M-F News	CM	6-630p	MTWTF--	:30	5	\$780.00	P-2	0.00	NM	5	\$3,900.00
32	WZZM	11/05/12	11/05/12	M-F 6-630p M-F News	CM	6-630p	M-----	:30	1	\$780.00	P-2	0.00	NM	1	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$780.00		0.00				
33	WZZM	11/04/12	11/04/12	Sun Early News Sun Early News	CM	Sun Early News (6:30 PM-7:00 PM)	-----S	:30	1	\$240.00	P-3	0.00	NM	1	\$240.00
34	WZZM	10/29/12	11/02/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	MTWTF--	:30	5	\$210.00	P-3	0.00	NM	5	\$1,050.00
35	WZZM	11/05/12	11/05/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	M-----	:30	1	\$210.00	P-3	0.00	NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$210.00		0.00				
36	WZZM	10/29/12	11/02/12	M-F 730-8p Insider	CM	730-8p	MTWTF--	:30	5	\$210.00	P-3	0.00	NM	5	\$1,050.00
37	WZZM	10/29/12	11/05/12	Mon Prime Other Dancing w/the Stars	CM	8-10p	M-----	:30	1	\$1,440.00	P-3	0.00	NM	2	\$2,880.00
38	WZZM	10/29/12	11/05/12	Mon Prime C Mon 10-11p	CM	10-11p	M-----	:30	1	\$1,080.00	P-3	0.00	NM	2	\$2,160.00
39	WZZM	10/30/12	10/30/12	Tue Prime A Last Man Standing/Cougar Town	CM	8-9p	-T-----	:30	1	\$1,440.00	P-3	0.00	NM	1	\$1,440.00
40	WZZM	10/30/12	10/30/12	Tue Prime C Tu 10-11P	CM	10-11p	-T-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
41	WZZM	10/31/12	10/31/12	Wed Prime A Middle/Suburgatory	CM	8-9p	--W----	:30	1	\$720.00	P-3	0.00	NM	1	\$720.00
42	WZZM	10/31/12	10/31/12	Wed Prime B Modern Family/Happy Endings	CM	9-10p	--W----	:30	1	\$1,560.00	P-3	0.00	NM	1	\$1,560.00
43	WZZM	11/01/12	11/01/12	Thu Prime B Grey's Anatomy	CM	9-10p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
44	WZZM	11/01/12	11/01/12	Thu Prime C Scandal	CM	10-11p	---T---	:30	1	\$960.00	P-3	0.00	NM	1	\$960.00
45	WZZM	11/02/12	11/02/12	Fri Prime C 20/20	CM	10-11p	----F--	:30	1	\$360.00	P-3	0.00	NM	1	\$360.00
46	WZZM	11/04/12	11/04/12	Sun Prime B Once Upon A Time	CM	8-9p	-----S	:30	1	\$1,440.00	P-3	0.00	NM	1	\$1,440.00
47	WZZM	11/04/12	11/04/12	Sun Prime D Sun 10-11p	CM	10-11p	-----S	:30	1	\$720.00	P-3	0.00	NM	1	\$720.00
48	WZZM	10/29/12	11/02/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	MTWTF--	:30	5	\$360.00	P-3	0.00	NM	5	\$1,800.00
49	WZZM	11/05/12	11/05/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	M-----	:30	1	\$360.00	P-3	0.00	NM	1	\$360.00
50	WZZM	11/03/12	11/03/12	M-Su Late Run News M-Su Late Run News	CM	1130p-1205a (11:30 PM-12:05 XM)	-----S-	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
51	WZZM	11/04/12	11/04/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	-----S	:30	1	\$360.00	P-3	0.00	NM	1	\$360.00
52	WZZM	10/29/12	11/01/12	Nightline Nightline	CM	1135p-1202a	MTWT---	:30	4	\$240.00	P-3	0.00	NM	4	\$960.00
53	WZZM	11/05/12	11/05/12	Nightline Nightline	CM	1135p-1202a	M-----	:30	1	\$240.00	P-3	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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53	WZZM	11/05/12	11/05/12	Nightline Nightline	CM	1135p-1202a	M-----	:30	1	\$240.00	P-3	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$240.00		0.00						
54	WZZM	11/05/12	11/05/12	M-F 730-8p Insider	CM	730-8p	M-----	:30	1	\$210.00	P-3	0.00	NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$210.00		0.00						
55	WZZM	11/02/12	11/02/12	The View The View	CM	11a-12n	----F--	:30	1	\$145.00	P-3	0.00	NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$145.00		0.00						
57	WZZM	11/04/12	11/04/12	Sun Prime C Sun 9-10p	CM	9-10p	-----S	:30	1	\$1,440.00	P-3	0.00	NM	1	\$1,440.00
N58	WZZM	10/29/12	11/02/12	M-F 530-6a M-F Morning News	CM	530-6a	MTWTF--	:30	5	\$140.00	P-3	0.00	NM	5	\$700.00
N59	WZZM	11/05/12	11/06/12	M-F 530-6a M-F Morning News	CM	530-6a	MT-----	:30	2	\$140.00	P-3	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	2		\$140.00		0.00						
N60	WZZM	11/02/12	11/02/12	Nightline Late Run Nightline Late run	CM	12a-1230a (12:00 XM-12:30 XM)	----F--	:30	1	\$80.00	P-5	0.00	NM	1	\$80.00
N61	WZZM	11/05/12	11/05/12	Jimmy Kimmel Jimmy Kimmel	CM	1202-106a	M-----	:30	1	\$30.00	P-5	0.00	NM	1	\$30.00
													Totals	126	\$41,875.00